ONLINE FASHION YOU CAN TRUST

Distinguish your brand by providing Search & Discovery that respects your customers' privacy

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SEARCH & DISCOVERY IN THE FASHION INDUSTRY

Today, high-performing fashion commerce confronts the complexity of massive catalogues with a diversity of search intents. Fast and relevant results are critical to respond to consumers' needs, but not enough to captivate them and make them feel comfortable. Empathy Platform focuses on Search and Discovery experiences that evoke feelings of Joy, Understanding and Trust.

The fashion industry has always been at the forefront of online trends and consumer experience. In fact, the online **fashion shopper** is the most demanding one, sometimes **wanting to find the product they want** as quickly as possible and, sometimes, only **seeking inspiration or entertainment**. Consequently, fashion continues to be the reference for other industries developing their own ecommerce strategies.

In recent years, we have seen a global trend towards the personalisation of experience, especially in fashion. But during these same years, we have been immersed in a crisis of trust that touches all aspects of people's digital lives. In fact, 66 percent of consumers do not trust the brands they buy or use.

Backed by 10 years of proficiency, creating Search and Discovery experiences for the largest fashion brands in the world, Empathy offers this summary of the key benefits that Empathy Platform can bring to your business, while respecting your customers' privacy.
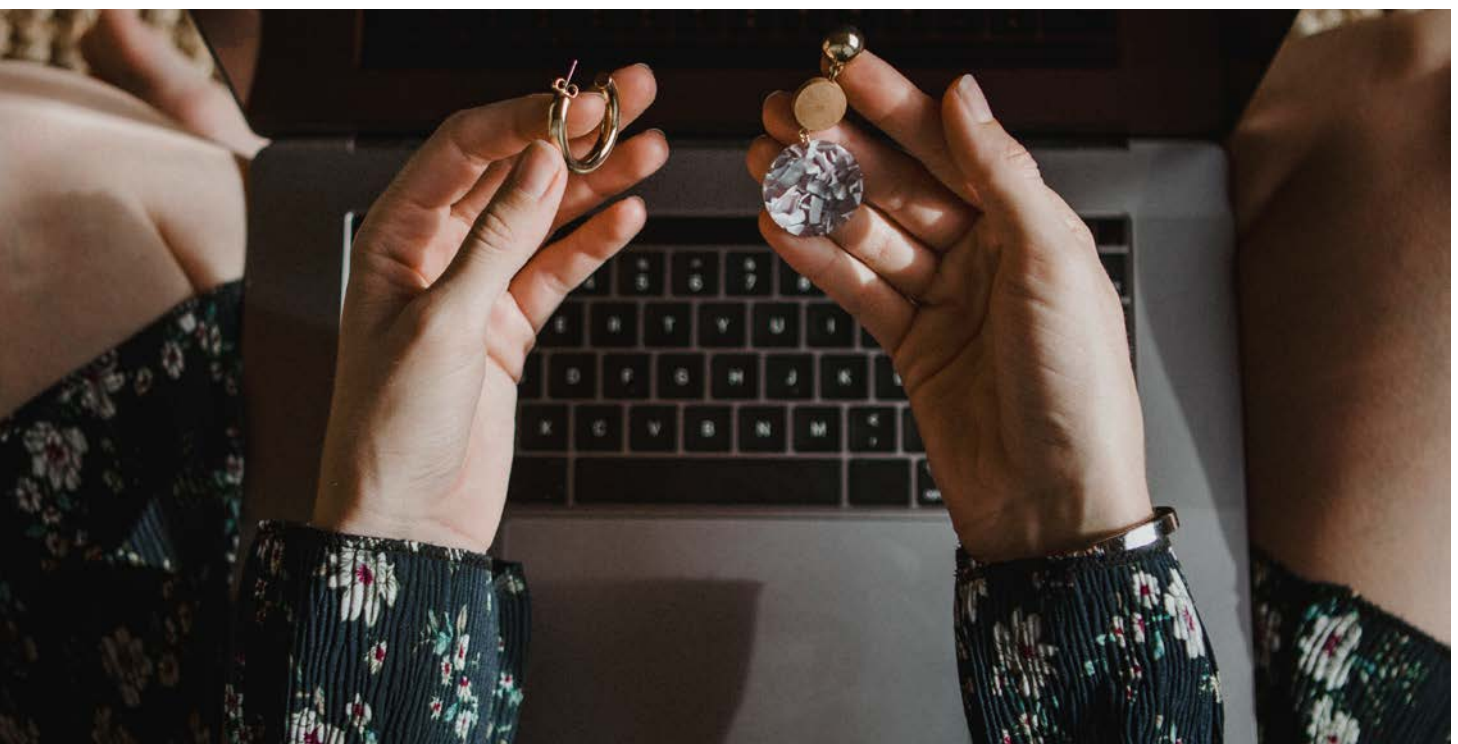
BEYOND QUICK AND RELEVANT RESULTS

Offering the perfect set of relevant results is a top priority for any online store. Fashion commerce, with a wide catalogue in terms of styles and categories, must ensure the Search and Discovery experience is not only fast, but also engaging for consumers – understanding them and leaving them with positive feelings. All of this, of course, is achieved by protecting your customer's privacy, putting them in control of their data. That's key to earning loyal and happy consumers.
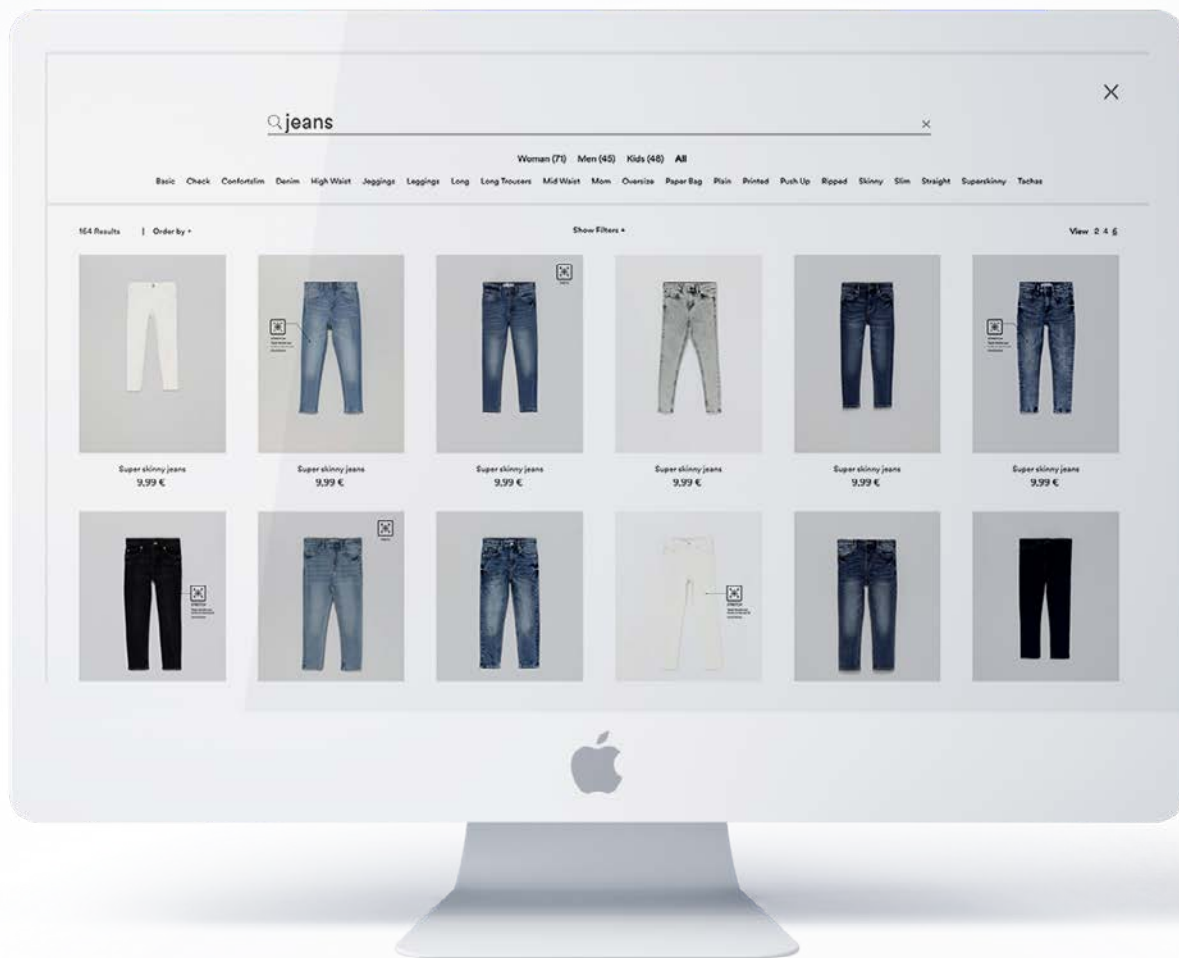
For the query "Jeans", the super skinny jeans are at the top of the results page, as those are the most demanded and clicked.

Context-aware Experiences

Fashion commerce, with a wide catalogue in terms of styles and categories, needs to adapt to **emerging trends and new consumer needs** that may arise from one day to another. Just as the merchandising team is constantly monitoring trends and getting the best out of each product, Context shows the trend-setting grid of results. Thus, Empathy Context builds on artificial intelligence to store search patterns based on general behaviours in previous queries.

This is achieved by invoking the Empathy Context API, which delivers Contextual Relevancy models that respect consumers' privacy through a truly anonymised experience.

Through Context, you can drive the perfect set of relevant results based on truly anonymised behaviour patterns.

Expressive Relations

For many consumers, fashion shopping is a favourite pastime, a way to explore future versions of themselves, to understand trends, to explore possibilities. Shopping is discovery and entertainment, not always related to a purchase intent. Expressive search instantly presents relevant and inspiring results with animations, expansions and motions that **spark moments of Joy**.

More and more, consumers are making emotional and values-driven decisions. And here is where motion and expression take on an important role when communicating with your audience.

Adapting your search results to your customers' needs is critical, but what about **adapting your search results to your catalogue needs?** At Empathy we have a wide range of fashion retailers as customers and hence a wide range of fashion styles and brand values. We know that search results can be adapted to each brand's needs in terms of garment colour or category. A brand focusing on basic clothing can prioritise their search results by category, so that the set of results shows different products associated with the customer's query. In contrast, a brand prioritising styles and colour range could show the same product in the different available colours.
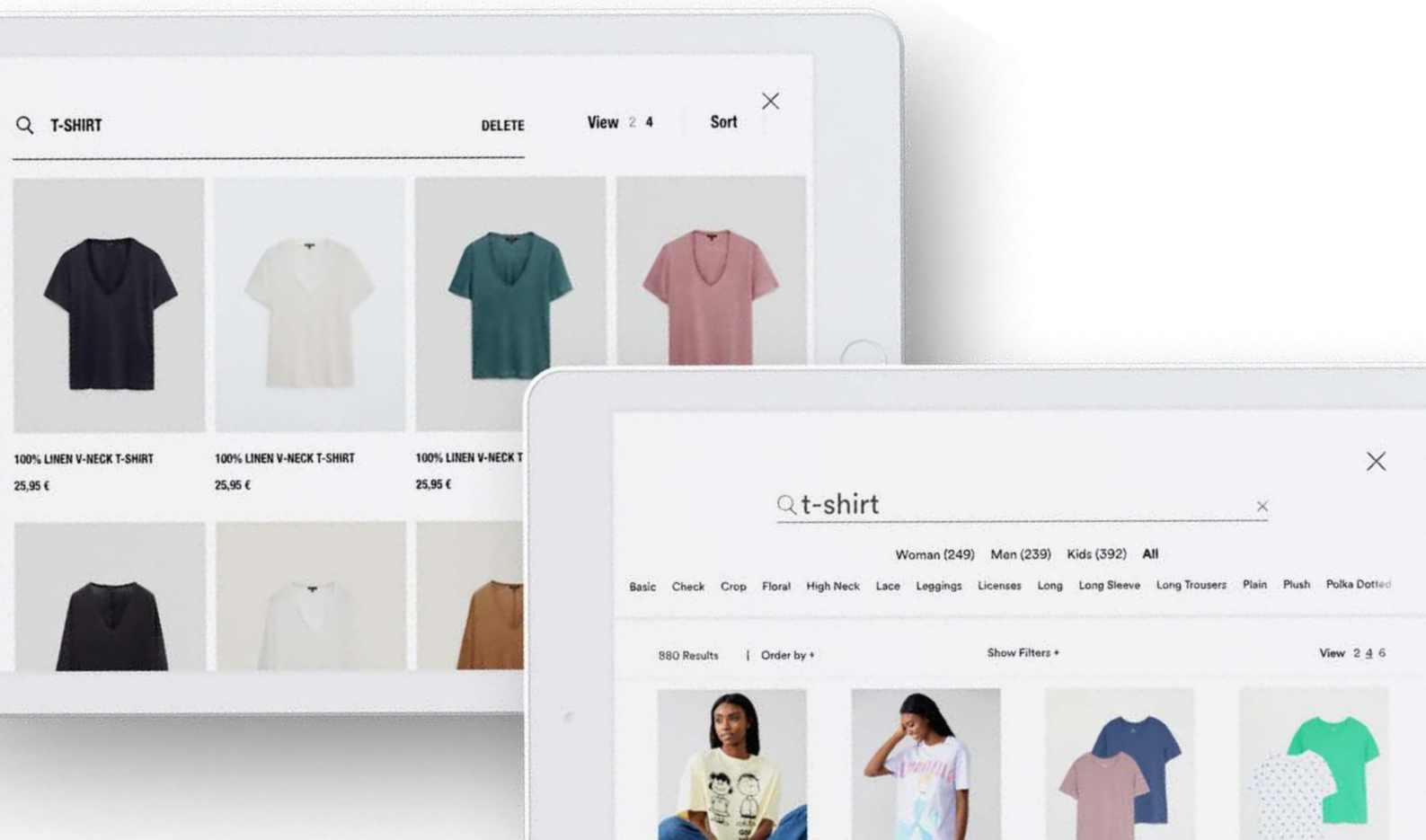
PRIVACY-FIRST DISCOVERY AND ENTERTAINMENT

The customer journey is no longer linear. It has many forms of behaviour that do not need to end in a purchase, and these are equally significant for the brand-consumer relationship. In fact, we are immersed in a complete paradigm change in the objectives of the retail sector. Instead of focusing the str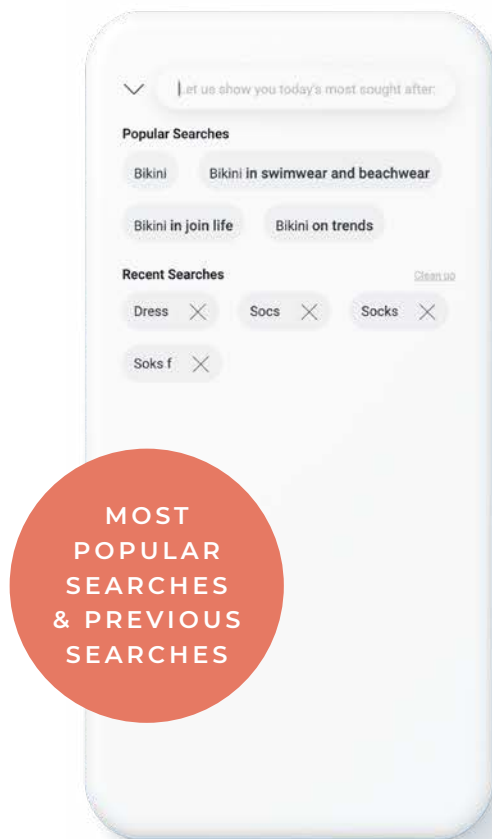ategy towards the final conversion, the trend is to focus on the different types of customer journey, prioritising the browsing and the inspirational stimulus associated with the experience.

Through different Search and Discovery features, you may guide and inspire your customers to smoothly interact with your catalogue, with less typing and more clicking. And certainly, more fun.
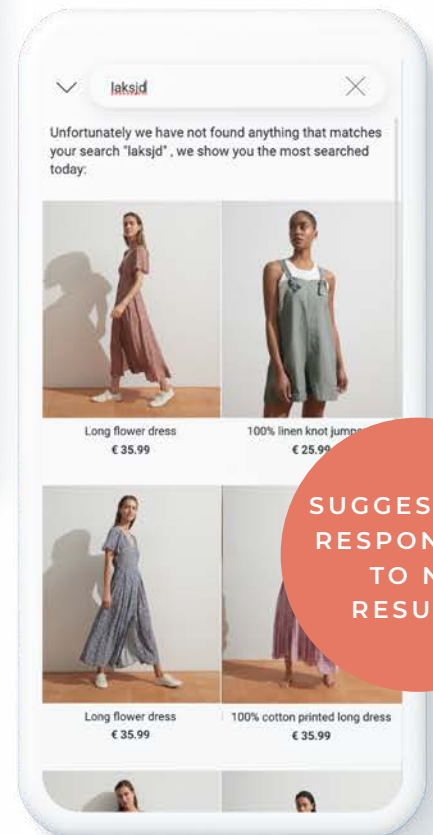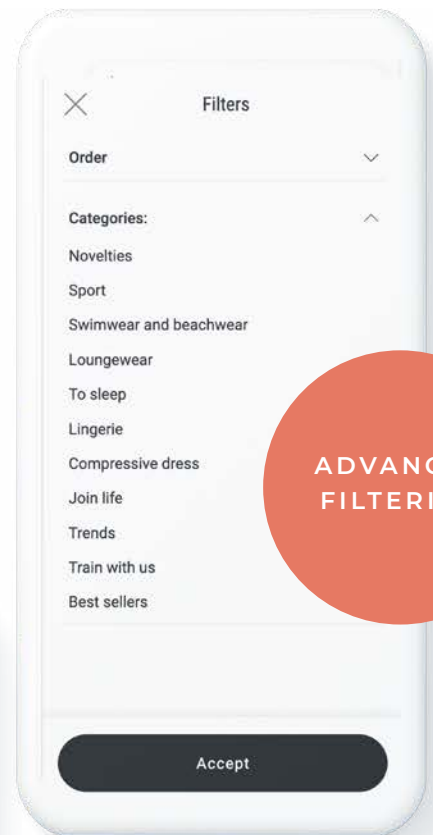
Search & Discovery Suggestions

By offering suggestions from the first click in the search box, even before the customer starts to type, you can anticipate their needs and help them find what they're looking for. A wide range of suggestions can be offered before, during and after typing any keyword in the search box. You can customise your search suggestions based on your business goals or your catalogue's scope.

Showing partial results or the most searched products are common mitigators for no-results pages.

ADVANCED FILTERING

TYPE-AHEAD SUGGESTIONS

MOST POPULAR SEARCHES & PREVIOUS SEARCHES

SUGGESTIONS RESPONDING TO NO RESULTS

Context-aware suggestions intuitively guide your customers with relevant, but also inspiring products.

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Discovery Wall

In the same way that shop windows show the best and most trendy products, the Discovery Wall makes the search experience 100 percent visual from the first moment. It is about going one step further in the Suggestions Layer and offering suggestions through the product cards. These suggestions are not random product references, but personalised products suggestions based on search trends, previous searches and the category in which the customer is interested (Men, Women, Kids, Home, Beauty, etc.). These suggestions inputs are stored in each customer's local storage (local-first), just at the service of your customers, so that their Search & Discovery experience is enriched without invading their privacy.

By contextualising the Discovery Wall, your site drives product discovery but also averts frustration from customers when they are offered products that are not within their area or category of interest. This is a **common pain point** for fashion buyers. And the way Empathy solves this is by truly **anonymising behavioural patterns:** Consumers' search patterns are just stored within their browser, positioning the customer as the owner of the data, respecting customers' data privacy but at the same time facilitating the search experience.

Thus, your search layer becomes visual, transparent and customised, providing the right set of product suggestions to make it easier for shoppers to find what they are looking for – or even to promote discoverability of new products within the catalogue.

The set of suggestions available within the Discovery Wall can be adapted to the business' or brand's needs; usually there are three or four blocks of product suggestions so that customers get inspired by different products based on search trends or previous searches made by the customer. Those categories are:

Trending products based on search trends by category

Trending products based on the search history

Trending products based on the last products clicked
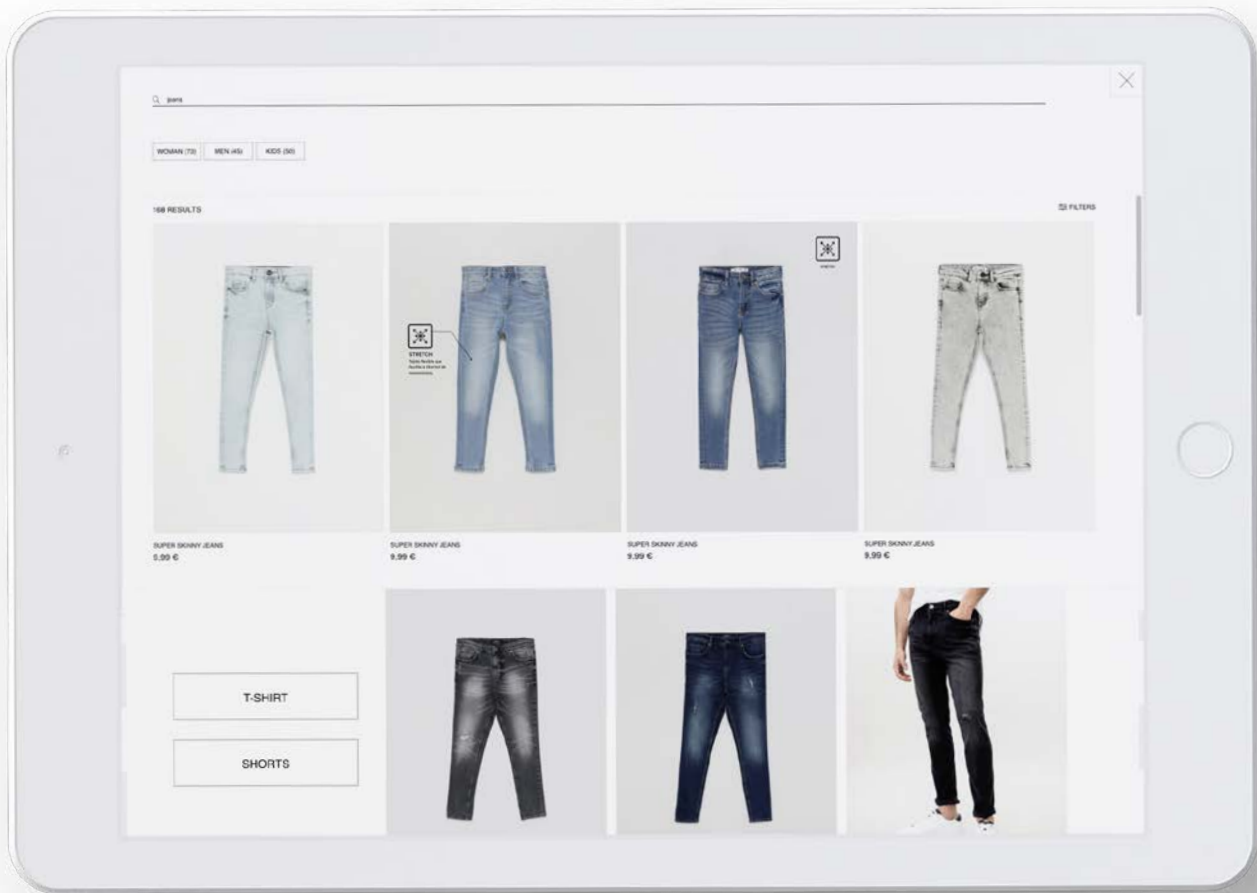
Query Signals

The Search and Discovery experience does not end with the results page. Especially in fashion commerce, with different product categories and large and changing catalogues, you need to guide your customer through the whole search experience. Accordingly, you can also suggest refinements to the original query through very insightful tips, such as Related Tags or Next Queries.

Related Tags offer additional suggestions to help refine the search, while **Next Queries** provide further options based on what people who carried out the same search sought next. By storing anonymised search behavioural patterns, you can offer these useful suggestions to narrow down the customer's queries or just to offer them some inspiration about different product attributes.

From a front-end perspective, the way Related Tags or Next Queries are presented differs from one brand to another. So you can customise the experience to your brand's needs and achieve that wow factor that a fashion store deserves.
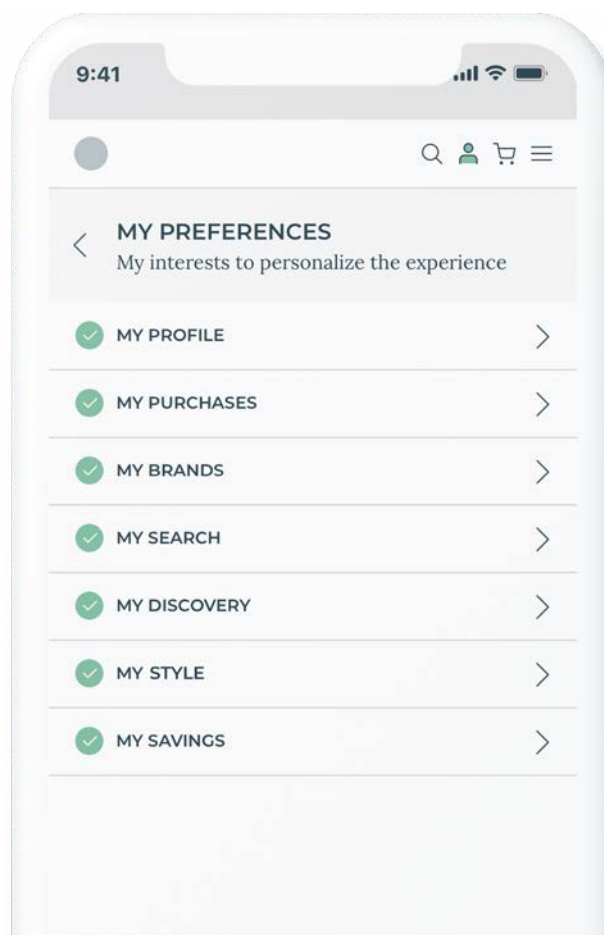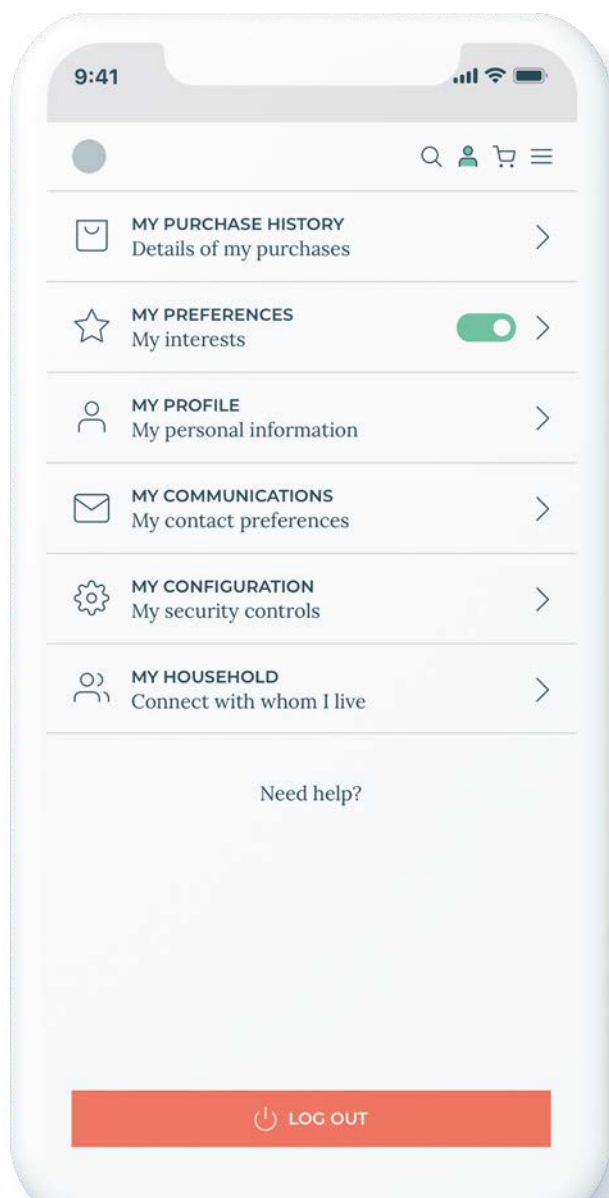
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MySearch

Aiming to enrich the customer experience without controlling or abusing customers' data, MySearch is the tool available for communicating with your customers in an ethical and trustworthy way. Based on the principle of **zero-party data**, in which a customer intentionally and proactively shares interests and interactions with a brand, MySearch offers a decentralised approach for any retailer,

elevating the search experience with anonymous profiling data to protect consumer privacy.

MySearch gives your customers the possibility to **choose which suggestions are offered**, according to their preferences and motivations. This creates a fruitful online experience for both parties, based on trust and promoting the catalogue's discoverability by giving shoppers relevant, quality information to find their go-to pick in the catalogue.

Overall, this provides a more memorable experience tailored to each customer – one they make their own without feeling watched over.

# YOU CHOOSE YOUR BRAND EXPERIENCE AND YOUR MICROSERVICES

Easy Visual Controls and Insights

With **Empathy Platform**, your business team, such as ecommerce managers or merchandisers, gain full and intuitive control over search results.

Fashion commerce deals with a wide range of products and categories that vary from one day to another.

Monitoring search performance and what is happening within your search experience in real time is critical for marketers and merchandisers to adapt to market trends and customers' needs. With the Empathy Playboard, your team can easily configure the search experience and search results, while also identifying in real time the high performing products and understanding where to act to improve the catalogue's performance. All this happens without IT intervention, freeing up developers' time to focus on more profound innovations.

Merchandisers can dig deeper with Empathy Playboard to better understand their clients' connections with the catalogue.
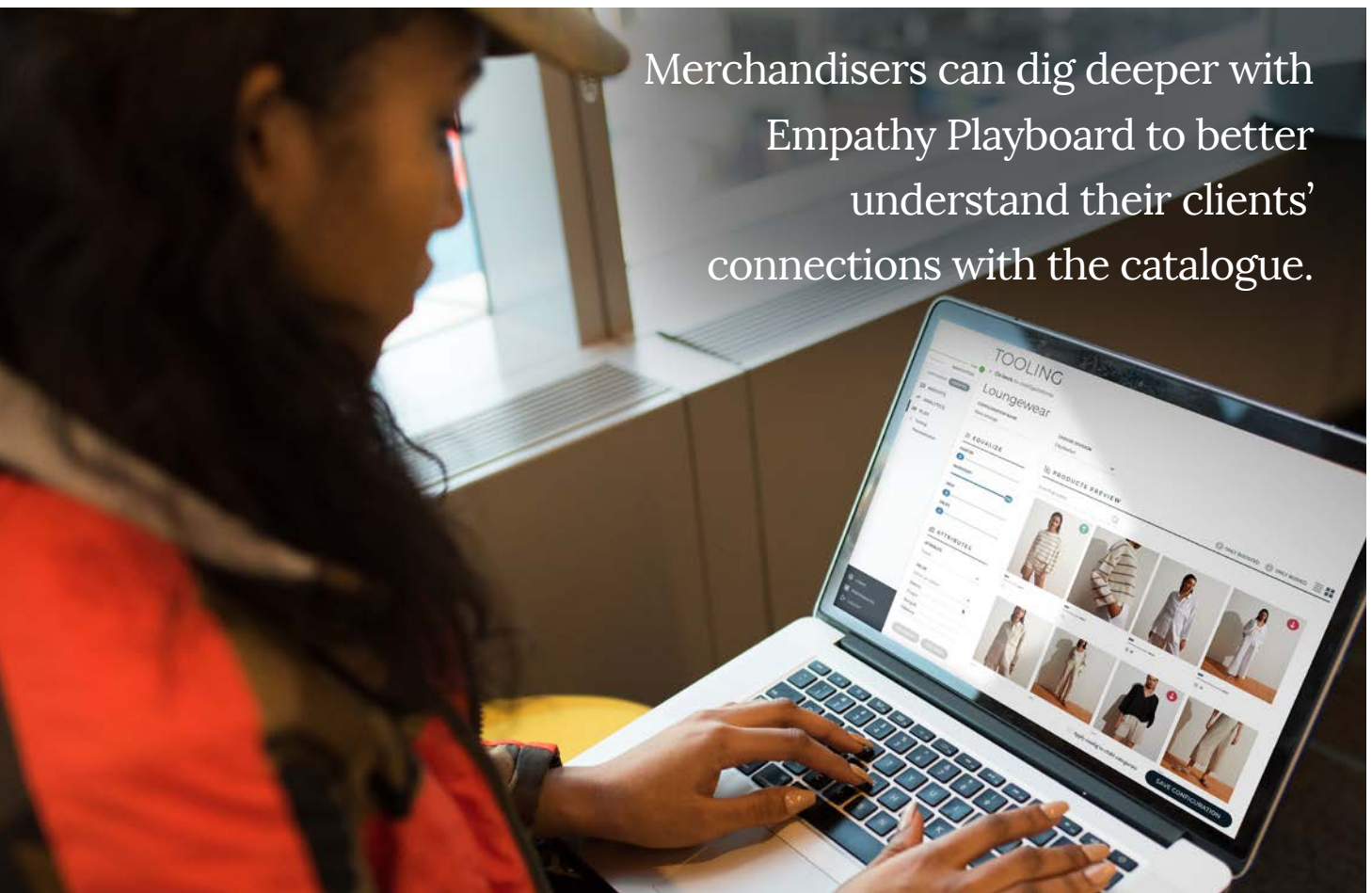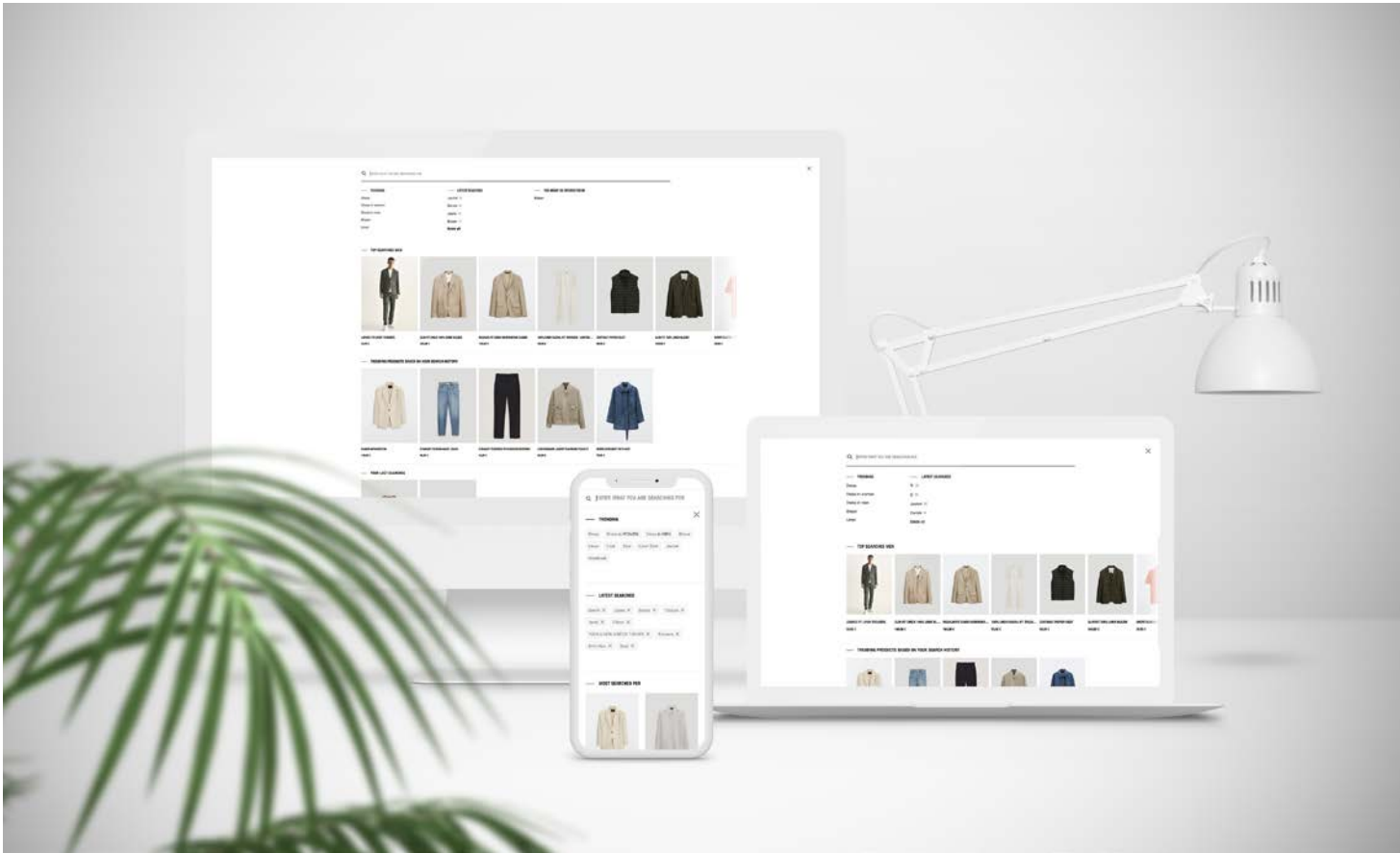
Strengthening Omnichannel Experiences

Switching from one device to another, or from the mobile app to the desktop, must be smooth and efficient from the buyer's point of view. When transitioning between devices for Search and Discovery experiences, it is critical to respond to the same customers' expectations through the different search components. If the experience itself is conceived as a person, the front-end solution is the body and the back-end is the mind. And as consumers move more and more to the mobile world, Empathy, through its X Apps Library, is ready to provide application support for Android and iOS. That solution is the **X Apps Library**, facilitating an easy integration of the search components in your native app.

Empathy Platform even connects brick-and-mortar locations to their online catalogue, with shop assistants quickly monitoring product stock and checking customers' requests by SKU number.

Extensible Microservices

The Empathy microservices architecture puts your developers in control and gives you the freedom you need to innovate and express your unique brand identity – flexibility that your customers expect.

In your fashion catalogue, customisation and variety are the key elements for a successful search experience. With the Empathy microservices architecture, you are able to extend any components while maintaining the ability to update them. **These components evolve with your business.** You can adapt your brand experience by selecting the most appropriate microservices to stay ahead of the competition, all the while establishing a meaningful connection with consumers.

From search interface through data science to marketing tools, Empathy microservices are up and running in record time to market.

CONNECT WITH YOUR CUSTOMER THROUGH TRUST AND FUN

Fashion retail is constantly adopting new trends associated with a positive shopping experience, as it's been proven that brands gain the most loyal and recurring customers from the most positive experiences. This is what fosters the brand-customer relationship – creating more powerful bonds of affection through a dynamic search experience, rather than a simple, static fashion catalogue.

More than ever, Search and Discovery are the centre of the customer experience, and every brand should adapt to this new conversational way to relate to their customers:

With experiences that anticipate their needs, facilitate their searching and evoke positive emotions. This is accomplished using artificial intelligence and search patterns in a transparent and ethical way, without abusing customers' data. In short, creating a relationship based on Trust by putting customers in control of their data and supporting zero-party data, explicit affinities and data portability.

Having a different product that stands out and that you can show off is a common challenge in today's world of fashion retail. Why not have a stand-out and privacy-first Search and Discovery experience to make the most of your incredible catalogue?
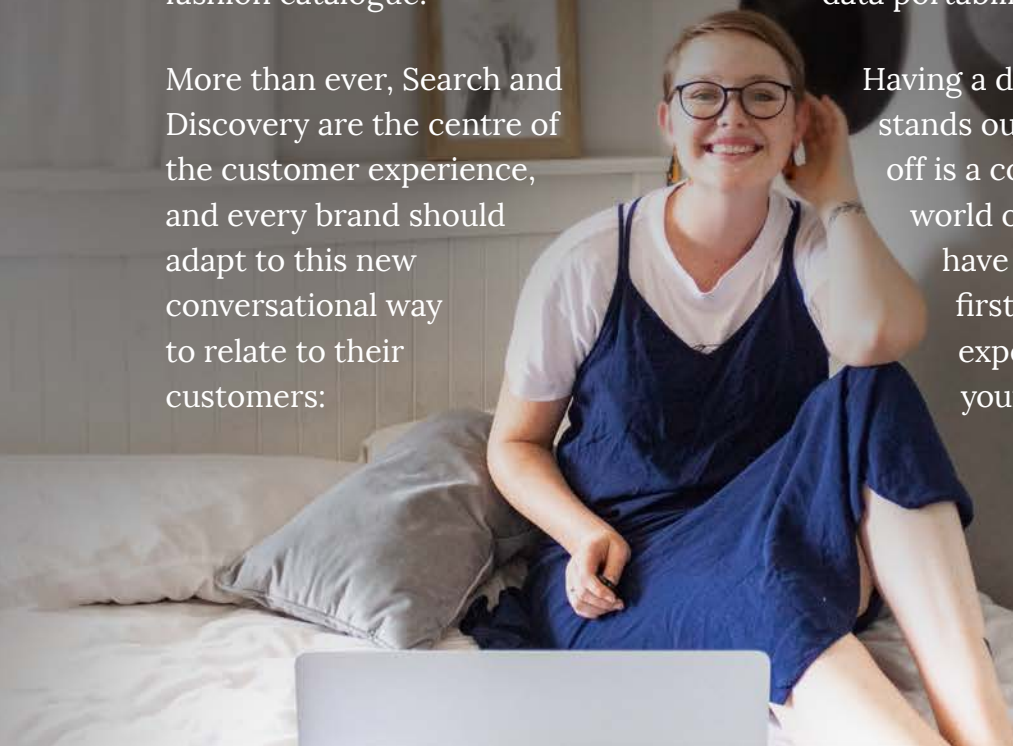
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